



Moving Community Health Priorities into Action Using the Spectrum of Prevention

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PREVENTION
INSTITUTE

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Norms

Based in
culture &
tradition

Attitudes,
beliefs, ways
of being

Behavior
shapers

More
than a
habit

Sanction
behavior

Communicate
regularity
in behavior

Taken
for
granted

Tobacco in Pharmacies



Pharmacy Tobacco Policy





Watch "Soldiers of Fortune"
for exciting adventures, see the
7-Up TV show every week.



Avoid
additives
mixed from
sugar or
artificially
sweetened.
See us for
the real 7up.

Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it . . . it likes you!

Nothing does it like Seven-Up!
















People are unbelievably resilient—but
traumatized people interacting with
other traumatized people— a community
can really run the risk of imploding.

Violence prevention practitioner (*Adverse
Community Experiences and Resilience:
Preventing and Addressing Community Trauma*)


Training Objectives

- Describe underlying community determinants/social determinants of health that impact multiple health conditions
- Introduce The Spectrum of Prevention as a tool to plan and design strategies that have the greatest impact on reducing health inequities
- Apply The Spectrum of Prevention to support a multi-faceted, comprehensive initiative aligned with their coalition's prevention strategies

Introductions

Please turn to another person in the room and state:

- Your name and organization
- Please describe a healthy norm in your community. In your opinion, why does this norm exist?



**What type of positive norms exist
in the community you live and/or
work in?**

**What type of harmful norms exist
in the community you live and/or
work in?**



Is it just individual choice?





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90002

Life Expectancy

72

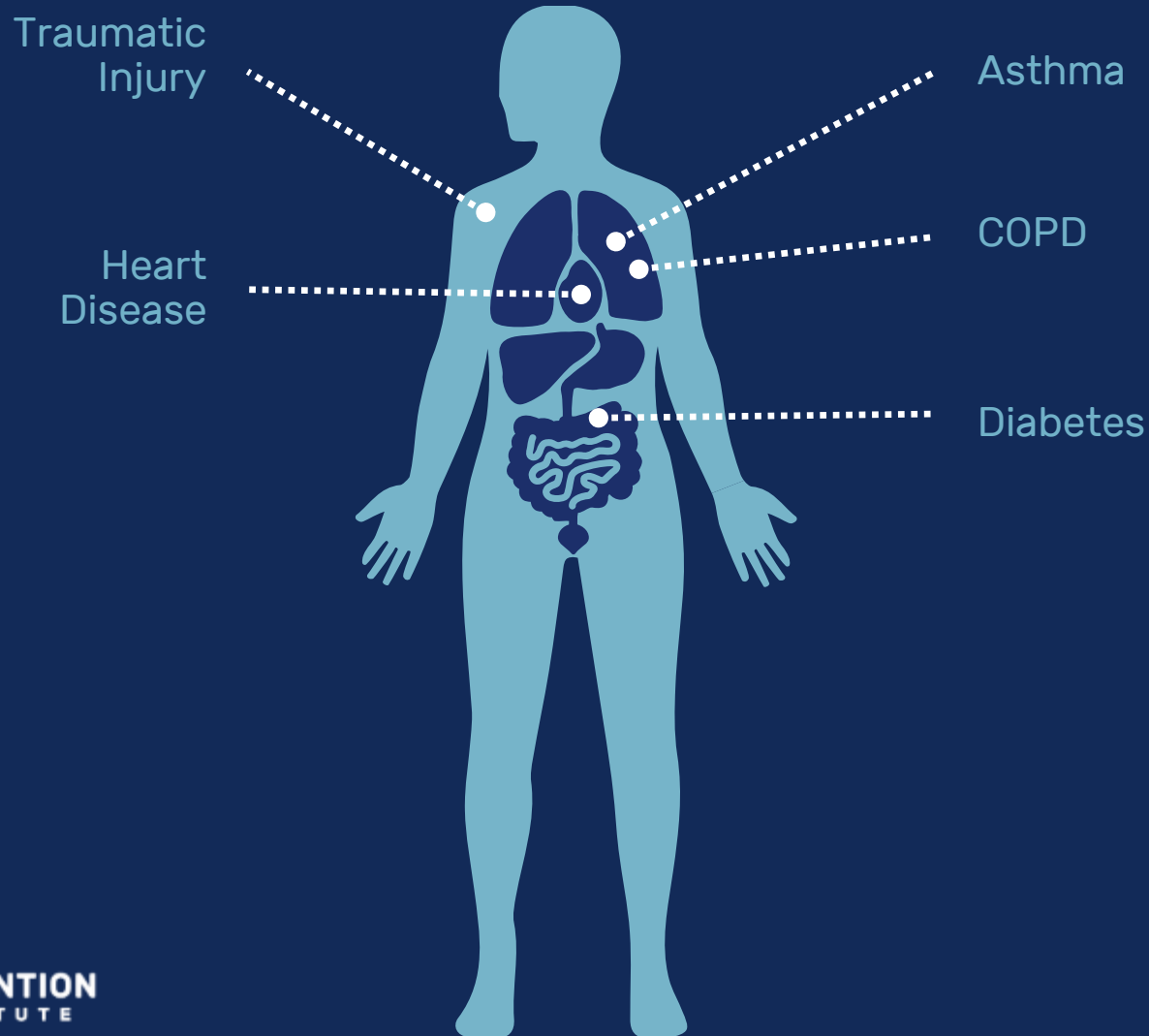
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Life Expectancy

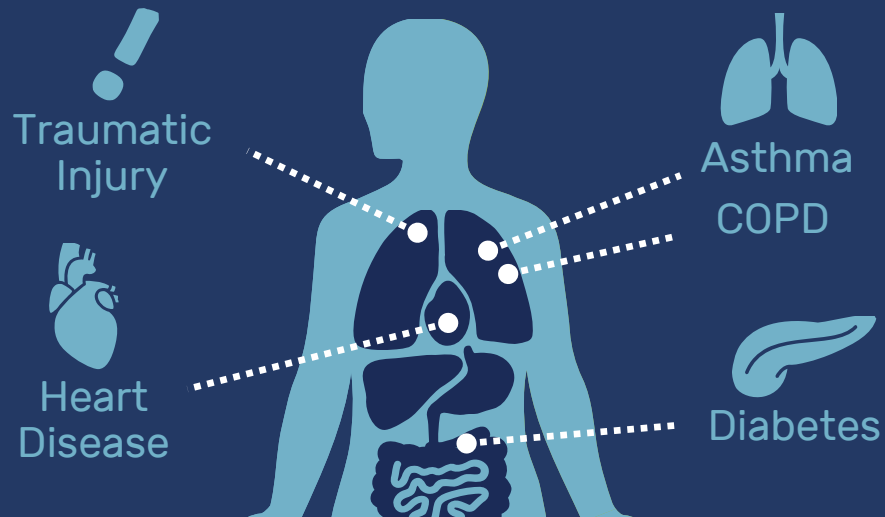
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“People’s health is strongly influenced by the overall life odds of the neighborhood where they live. Indeed, place matters. In many low-income urban and rural communities, whole populations are consigned to shortened, sicker lives.”

"Physical" Health Conditions



“Physical” Health Conditions



Mental & Behavioral Health Conditions



Mental Illness



Substance Abuse

"Physical" Health Conditions



Stress

Traumatic Injury



Heart Disease



Asthma
COPD



Diabetes



Ongoing Trauma

Experiences in our environment

In an unsafe
neighborhood

Parks closed in
neighborhood

Frustrating
situation at
work

Junk food more
than health food

Health & Wellbeing



Mental Illness



Substance
Abuse



Ongoing
Trauma



Stress

Traumatic
Injury



Heart
Disease

Asthma
COPD



Diabetes



Trauma: What We Know

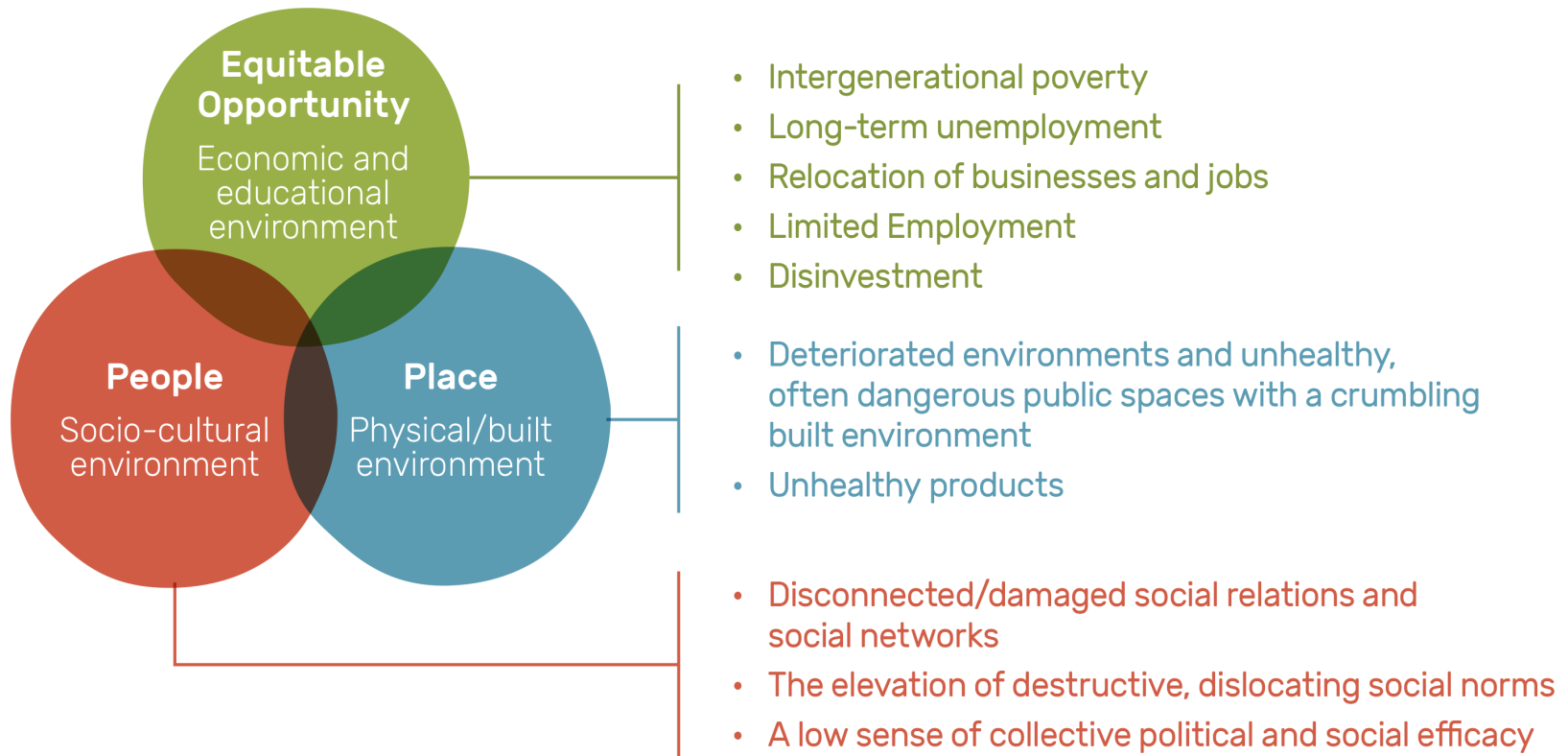
- Trauma is the impact of experiences or situations that are painful.
- There is growing understanding about trauma, particularly its prevalence and impact.
- Trauma-informed care is becoming a standard in a growing number of places
- The predominant approach to dealing with trauma is screening and treatment, consistent with an individual medical model.

Community Trauma: What We're Learning

- Trauma also manifests at the community level, and is not just the aggregate of individuals in a neighborhood who have experienced trauma.
- Community trauma is the impact of chronic adversity (e.g., violence and structural violence) across a community.
- There is an understanding that trauma serves as a barrier to effective solutions to promote health, safety and well-being.
- There are manifestations, or symptoms, of community trauma in the social-cultural, physical/built and economic environments.

THRIVE





Symptoms of Community Trauma Across a Community

THRIVE Factors

People



Social networks
& trust



Participation &
willingness to act for
the common good



Norms &
culture

Equitable Opportunity



Education



Living wages &
local wealth/assets

Place



What's sold & how
it's promoted



Look, feel,
& safety



Housing



Parks &
open space



Air, water
& soil



Getting
around



Arts & cultural
expression

7 Community Determinants associated with Mental Health & Wellbeing



- **Social networks & trust**
- **Participation & willingness to act for the common good**
- **Norms & culture**
- **Look, feel & safety**
- **Housing**
- **Arts & cultural expression**
- **Living wages & local wealth**



Making Connections Video

https://www.youtube.com/watch?v=FV_zNssEDPU

Pillars of Wellbeing

- Belonging/Connectedness - A sense of acceptance
- Control of Destiny - Sense of purpose
- Dignity - Sense of own value
- Hope/Aspiration - Belief something is possible
- Safety - Sense of stability
- Trust - Reliability in self and others

The Ohio Experience

- The concepts of community trauma and building resilience to address harm in the community resonated deeply with what 12 Ohio counties adversely impacted by OUD and Opioid Overdose Deaths saw driving the crisis in the state:
 - loss of industry
 - high rates of unemployment
 - broken relationships and lack of social supports
 - social isolation
 - pervasive sense of hopelessness in communities hardest hit

The Ohio Experience

- This approach has been used to:
 - build community trauma-informed teams
 - support the development of local theories of change that consider community trauma
 - reduce stigma that arises when issues are seen solely as problems of individual behavior versus through a broader lens of contributing community factors
 - link root causes of OUD to other “wicked” problems such as social isolation, joblessness, and poor educational opportunities
 - develop a strategic roadmap that considers underlying factors and root causes driving OUD

The Wicked Problems – Local Priorities

- Social Isolation and Lack of Connectedness
- Lack of Economic Opportunity
- Adverse Childhood Experiences
- Lack of Access to Transportation
- Lack of Housing Options

The Wicked Problems – Local Strategies

- Working with substance use treatment providers
- Partnering with parks and rec
- Partnering with faith communities
- Working with local transportation agencies
- Working with housing providers

Spectrum of Prevention

Influencing **Policy & Legislation**

Changing **Organizational Practices**

Fostering **Coalitions & Networks**

Educating **Providers**

Promoting **Community Education**

Strengthening **Individual Knowledge & Skills**

A Comprehensive Approach to Increasing Breastfeeding: Sample Strategies



TRICARE Moms Improvement Act, BABES Act, Baby Friendly Hospital laws, paid parental leave

Designated spaces to breastfeed in workplaces and public venues; breastfeeding promotion in physician's offices and hospitals

Local breastfeeding coalitions

Healthcare providers, WIC and childbirth educators, lactation consultants, doulas

Social media campaigns, organized events (e.g. World Breastfeeding Week, National Breastfeeding Month, Black Breastfeeding Week)

Educational materials (e.g. video tutorials, flyers, text messaging programs), breastfeeding classes

Activity:

Brainstorming Goals for Action

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Commerce



Arts and culture



MINNEAPOLIS
BLUEPRINT for ACTION
to PREVENT
YOUTH VIOLENCE

Education



Health Dept.



Law enforcement

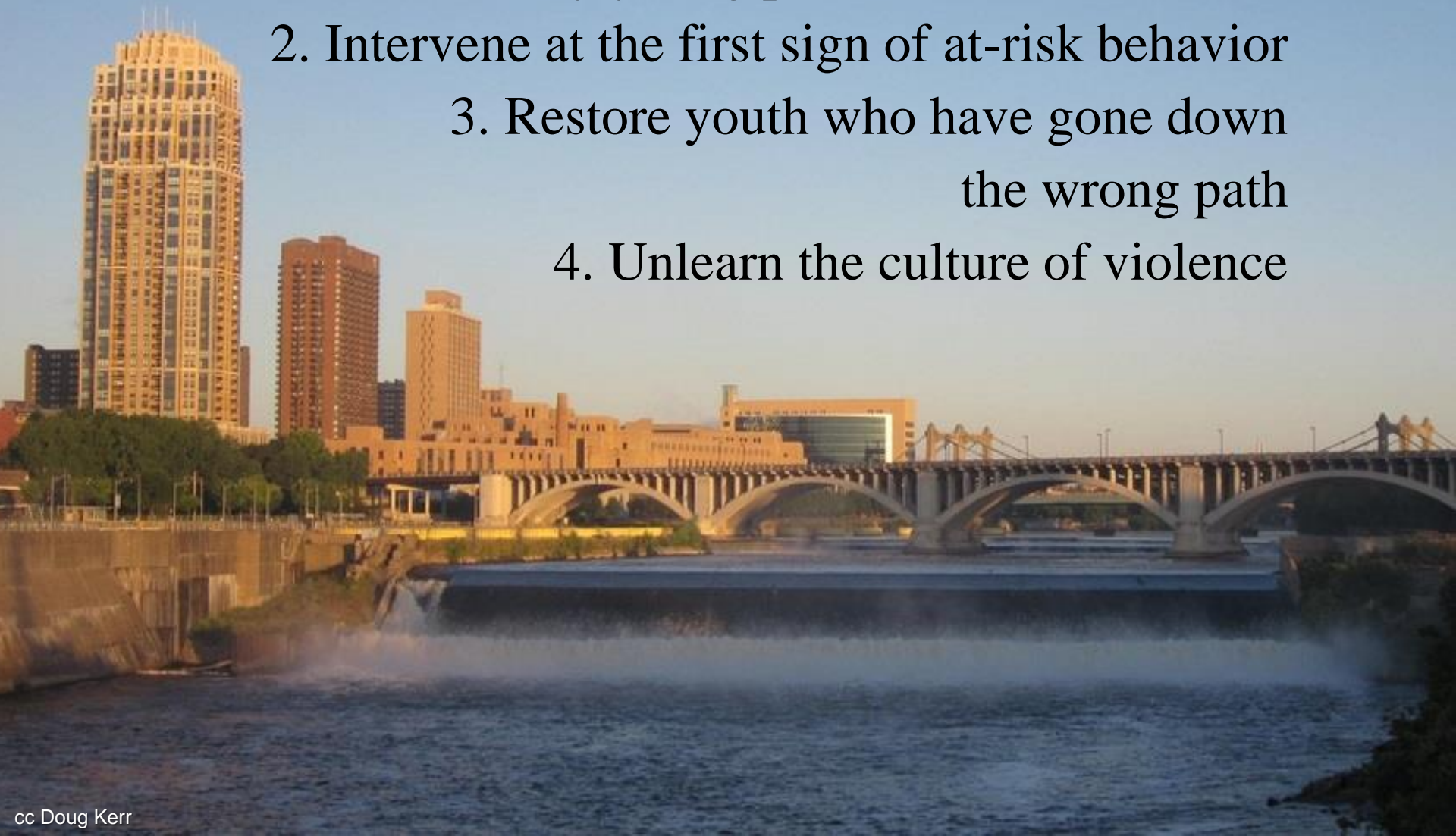


Youth wellness

Minneapolis

Blueprint for Action Goals

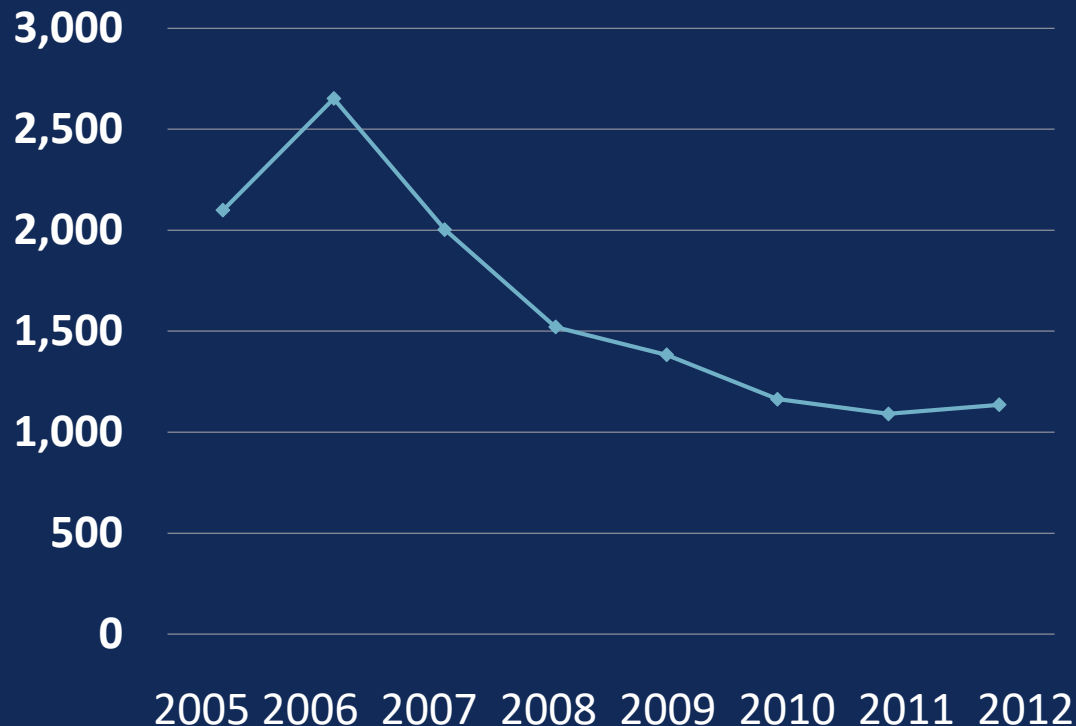
1. Connect every young person to a trusted adult
2. Intervene at the first sign of at-risk behavior
3. Restore youth who have gone down
the wrong path
4. Unlearn the culture of violence



Blueprint for Action

Results

Juveniles Arrested or Suspected
of Violent Crime



◆ Number of youth homicide victims down 60% from 2006

◆ 4x as many high school students with year-round jobs, internships

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Economics



Childcare



Medical Care



Jobs



Healthy Food



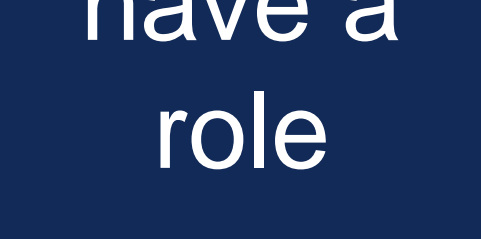
We each have a role



Clean Air



Parks and Activities



Policy Makers



Education



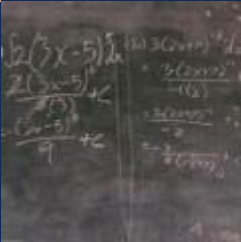
Housing



Criminal Justice



Residents



Transportation





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Community-Driven Planning

Build a shared understanding from lived experience and data

Participatory community assessments

Winfield Anti-Violence Coalition, Winfield, Kansas



Key Fact:

Effective community education not only alerts groups to information, but also builds a critical mass of support for potential solutions that promote healthier norms.

Spectrum Activity: Part 1

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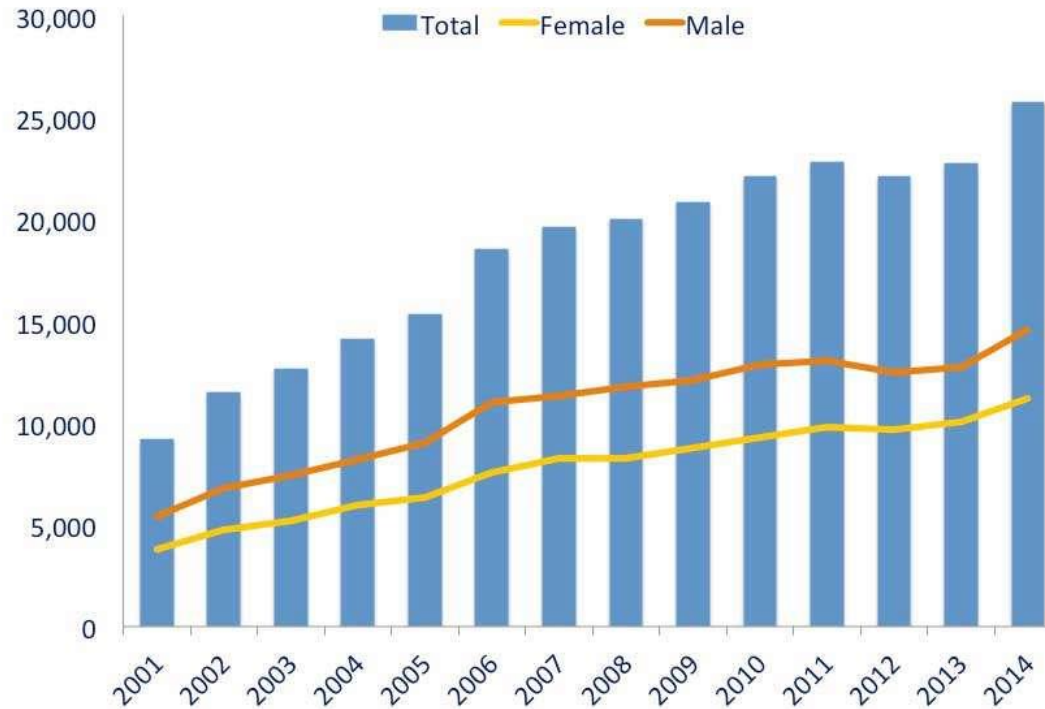
Opioids Nationally

- Drug overdoses now kill more people than gun homicides and car crashes combined.
- In 2012, US physicians wrote 259 million prescriptions for opioid painkillers – enough to give a bottle of pills to each person in the U.S.



National Overdose Deaths

Number of Deaths from Prescription Drugs



Source: National Center for Health Statistics, CDC Wonder

Opioids Nationally

Providers Take Many Forms...



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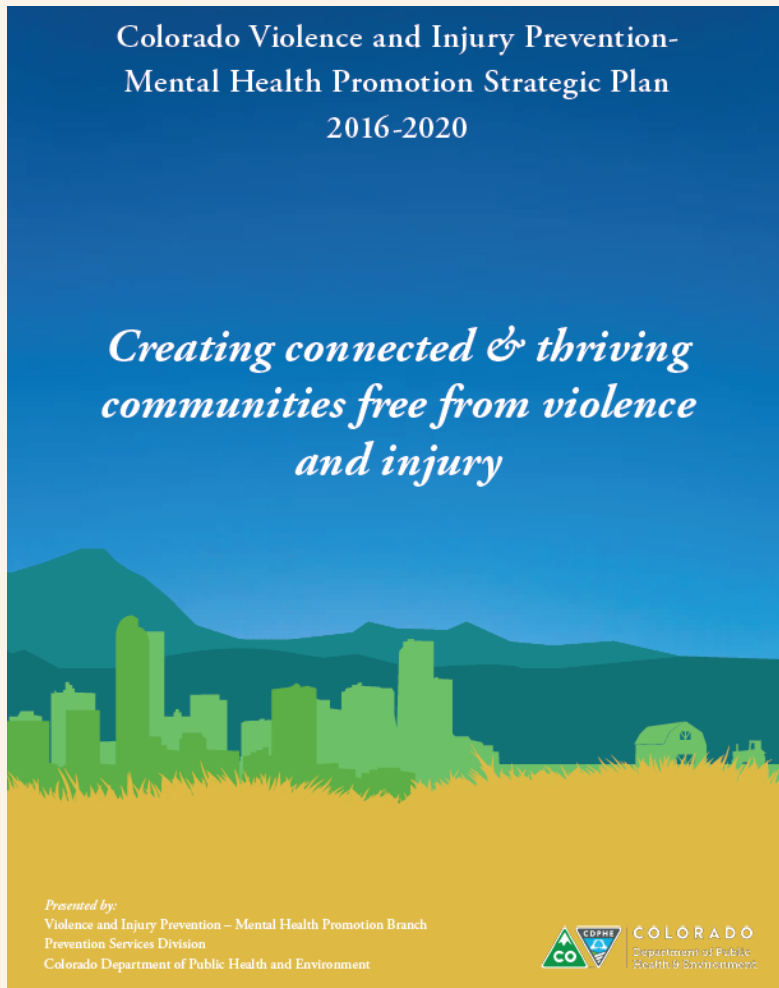
Educating **Providers**

Promoting **Community Education**

Strengthening **Individual Knowledge & Skills**

Build and operationalize a shared agenda

Strategic planning to address multiple forms of violence, *Colorado, USA*



Suicide

Prescription drug overdose

Older adult falls

Motor vehicle crashes

Interpersonal violence

Child maltreatment

Traumatic brain injury

Braiding and Blending in Colorado

Level of SEM	Evidence-based strategy	Funding agencies	Connections to other work
 SOCIETAL	<ul style="list-style-type: none"> Comprehensive Sexual Health Policy Statewide Bullying Prevention Policy 	CO Dept. of Public Health and Environment; CO Youth Matter CO Dept. of Education	<ul style="list-style-type: none"> Interpersonal Suicide Child maltreatment
 COMMUNITY/ ORGANIZATIONAL	<ul style="list-style-type: none"> Communities that Care Social norms around healthy relationships Youth-led community organizing 	CO Dept. of Public Health and Environment; Local Public Health Agencies; CO Dept. of Human Services (Office of Behavioral Health and Tony Grampsas Youth Services)	<ul style="list-style-type: none"> Substance abuse Child maltreatment Interpersonal Suicide
 INTERPERSONAL/ RELATIONAL	<ul style="list-style-type: none"> Safe Dates Mentors in Violence Prevention Good Behavior Game Sources of Strength 	CO Dept. of Human Services (Office of Behavioral Health), Dept. of Education	<ul style="list-style-type: none"> Interpersonal Substance abuse Suicide



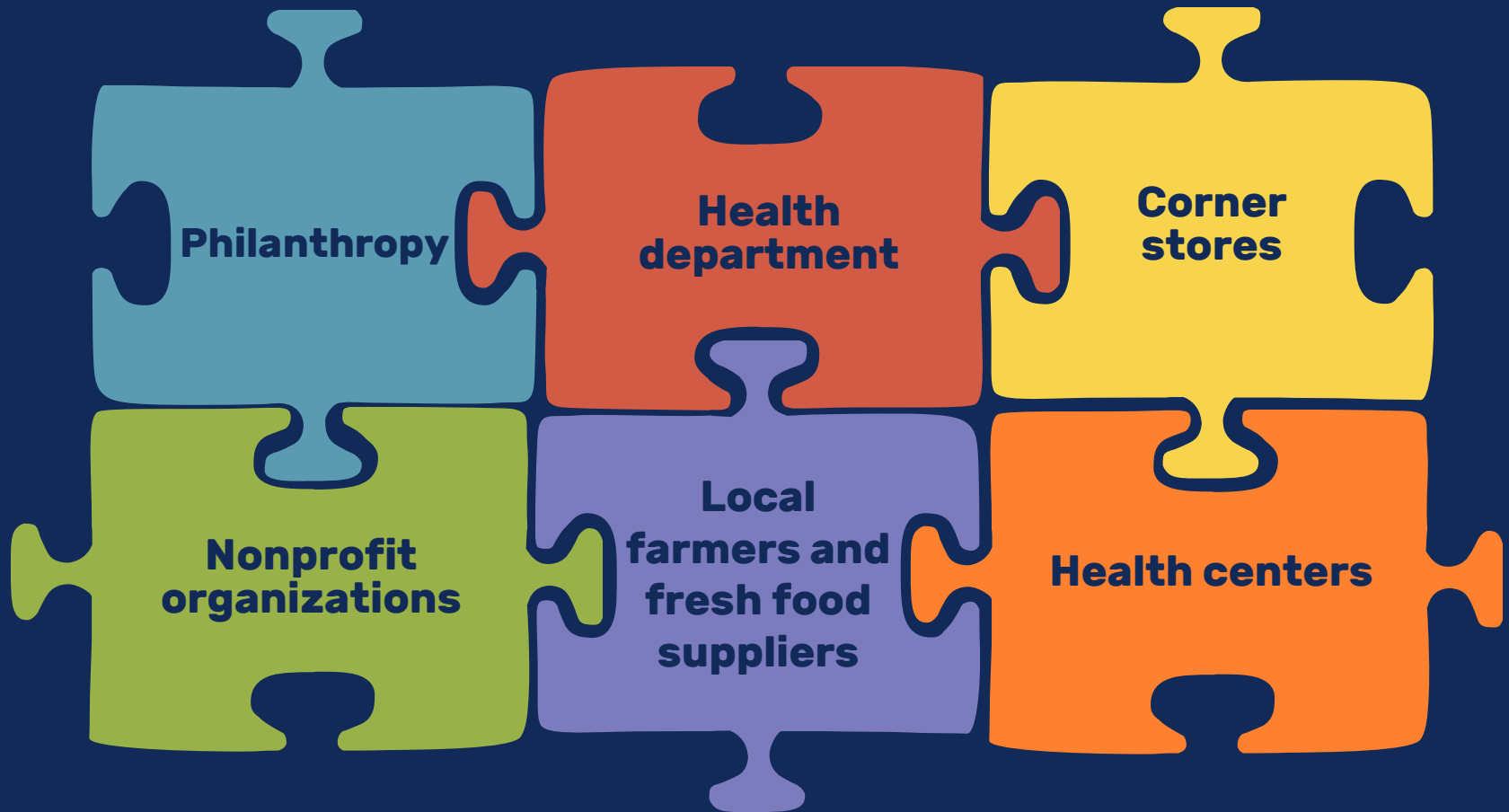
What are the benefits of forming coalitions?



Benefits of Forming a Coalition

- Brings together diverse experience and skills
- Gathers wide array of perspectives
- Combines advocacy power
- Provides access to more constituencies and networks
- Creates greater focus on common goals
- Fosters sustainability

Partnership is Key



Spectrum Activity: Part 2

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Defining Organizational Practice Change:

General practices
of organizations
and institutions
that guide
activities and
norms

Photo credit: Prevention Institute

Key Fact:

Organizational practice change efforts from institutions such as city agencies, businesses and health systems provide venues for health among the public as well as for their employees.

Healthcare as Anchor Institutions

- Connecting African American Men to Economic Opportunity in New Orleans





**What are some
healthy
organizational
practices that you
participate in?**



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OVP Strategic Planning Process

Goal: Create a detailed, actionable strategic plan that prioritize the responsibilities of the Office, infrastructure needed (staffing, funding, delegated authority), and potential funding sources.

Timeframe	Component
Mar 2018	Board Motion Passed
Apr – Jun 2018	Initial scoping: key stakeholders, best practices, other jurisdictions, local data (DPH)
May – Oct 2018	Stakeholder interviews and listening tours (Prevention Institute)
Jun 2018	Proposed plan for initial infrastructure and strategic planning to Board
Jul – Dec 2018	Strategic Planning for initial roles/focus areas (Consultant TBD)
Dec 2018 / Mar 2019	Office strategic plan submitted to Board

Advocacy vs. Lobbying

Advocacy

- Education
- Facts
- Bi Partisan
- Balanced
- No call to action (position not taken)
- Activities that defend, support or maintain a cause
- Usually broad issues

Lobbying

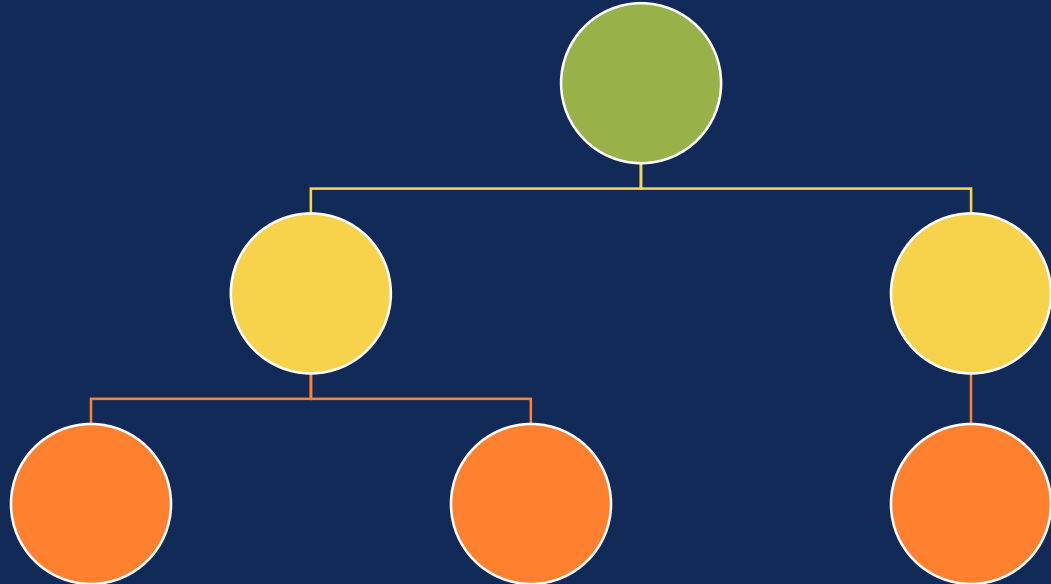
- Influencing legislation, regulation, funding
- Actions aimed at influencing public officials to promote or secure passage of specific bill or funding
- A paid representative for a particular org

More Ways to Influence Policy


- Write letter of support
- Develop a social media campaign to raise awareness of the issue
- Provide testimony for a hearing- to your city, regional or state government
- Provide a one page brief on your issue following a media report
- Organize community partners and other young people to visit key decision makers
- Host a forum or town hall for youth



A good solution solves multiple problems.



Spectrum Activity: Part 3 & 4



Working on community determinants
is both scary and reassuring. If we
don't do this level of prevention, we
will always be chasing the problem.

-Ohio Community Collective Impact Model
for Change Learning Community Partner



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